



Electronic Components Industry Association

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## **ECIA Posts Podcast Focused on Data Security with Penny Heyes, The Trust Bridge**

Atlanta – ECIA’s Vice President of Industry Practices Don Elario interviews Penny Heyes, Chief Operating Officer, from [The Trust Bridge](#) in the latest episode of The Channel Channel podcast. The discussion covers the origin of The Trust Bridge, the current need for a heightened alertness about cyber security with everyone working from home, and a sneak peek at some new offerings from The Trust Bridge.

“Every company is spending time on post pandemic preparation;” said Don Elario, VP Industry Practices for ECIA. “They are assessing how it will impact their business right now, during the readjustment period and in the future. The Trust Bridge has valuable resources to enable managers through those transitions, and as part of ECIA’s Service Partner Program, these resources are available to our members.”

“We at TTB do not believe that business will ever completely return to the way things were before COVID-19,” states Penny Heyes. “Managers should be working through ways to enable their employees to continue to work remotely, while ensuring their company’s data is secure.”

The podcast can be downloaded from the [ECIA website](#), or found on iTunes, Google Play, and other podcast platforms.

### **About ECIA**

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic components. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generate critical business intelligence. For more information, visit [www.ecianow.org](http://www.ecianow.org) or call 678-393-9990.

### **About The Trust Bridge**

The Trust Bridge™ offers organizations a unique combination of expertise, advice, and practical implementation, combined with independently accredited training, in the data protection and operations area, and in cyber security. We operate with all the touchpoints of data protection: GDPR (General Data Protection Act), CCPA (California Consumer Privacy Act), and other global data privacy regulations, PECCR (Privacy and Electronic Communications Regulations) and linked e-privacy laws.